



# U.S. Commercial Service



## Dear Potential U.S. Exhibitor:

Exhibiting at a leading edge industrial trade show abroad can result in tremendous export opportunities for U.S. companies. However, researching the options on which countries to target and deciding which shows offer the best marketing venue can be difficult. The U.S. Department of Commerce reviews international trade shows to help you identify good opportunities.

## Trade Show Opportunities - Made Easy

As a company focusing on industrial technologies, the U.S. Department of Commerce encourages you to exhibit at the following group of industrial shows in Shanghai, which has been certified under the U.S. DOC Trade Fair Certification Program. These four exhibitions are supported by [Hannover Fairs USA](#) and will be held from *October 10-13, 2006* at the *Shanghai New International Exhibition Center (SNIEC)*, Pudong, Shanghai, China.

**PTC Asia** - Incorporating Mechanical Transmission, Parts and Equipment and Bearing Sector

**CeMAT Asia** - For Materials Handling, Automation Technology, Transport Systems and Logistics

**Factory Automation Asia** - Featuring Factory Automation, Mechanical and Electrical Engineering, Industrial Software & Engineering

**INTERKAMA Asia** - Highlights Process Automation Solutions

**Energy Asia** - Focusing on Power Generation and Distribution, Electrical Technology, Energy Infrastructure and Services, and Renewable Energy

**Metal Working China** - Features Products for the Machine Tool Industry

In certifying these Asia Industry-Group of Manufacturing Shows, the Commerce Department recognizes the capability and exhibition experience of the organizer of the U.S. Pavilion, [Hannover Fairs USA, Inc.](#), and the potential of this show and market for U.S. industry exports. Exhibiting at a certified fair can free you of many exhibition concerns and provide you with excellent pre-show and on-site support to help you make sales. In addition, [Hannover Fairs USA, Inc.](#) does an excellent job of organizing the U.S. Pavilion. Commercial staff from the U.S. Embassy in China will be available at the exhibition to assist participating U.S. firms with their export needs, generate leads, and facilitate contacts between exhibitors and business visitors.

## Fantastic Sales Opportunities Ahead

**PTC Asia, CeMAT Asia, Factory Automation Asia, INTERKAMA Asia, Energy Asia, and Metal Working China** are the Asian Pacific Region's most influential industrial fairs. Held together at one prime venue, this group of shows enjoys a tremendous draw for attendees and fully takes advantage of the synergies between the exhibitors' products and attendees' interest across the industrial sub-sectors covered here. With more than 35,000 visitors and 1,300+ exhibitors covering 58,000 sq meters, these trade fairs feature over 15 country pavilions and more than 20 conferences and meetings. Supported by a variety of U.S. and international industry associations, this venue draws an excellent turnout of trade and professional visitors from all over China. This is the event to attend if you are interested in gaining business in China. Join the USA Pavilion now.

## Learn More

Questions concerning market access in China, as well as Federal Government export assistance programs, may be directed to the Department of Commerce's Trade Information Center, (800) 872-8723. U.S. show promoter, [Hannover Fairs USA](#), at 609-987-1202, also has the latest reports on marketing U.S. products in China. The U.S. Department of Commerce, Asia and the Pacific Country Desk Officers, (202) 482-5251, provide country specific economic and political analysis. State Department travel advisories for any country are available at (202) 647-5225. See [www.hf-usa.com](http://www.hf-usa.com) for complete show details.

**Donald L. Huber**  
**Program Manager**  
**Trade Fair Certification Program**